

CEO E-Briefing

A weekly report to City Council and the community



July 29, 2011

No. 6



Heady days for Costa Mesa

In recent weeks, Costa Mesa has received two amazing honors that underscore the vibrancy of our city.

First, Costa Mesa was honored by **USA Today/Rand McNally** as having best food of any small town west of the Mississippi River. The culinary scene here is something that's sometimes taken for granted by those who live and work here. But think about the variety offerings: from the award-winning **Golden Truffle** near our southern border to top-rated

restaurants available at **South Coast Plaza** (itself recently named best "Mall/Shopping Destination" by **Los Angeles Times** readers) in North Costa Mesa; and from the trendy **Plum's Café** on East 17th Street to health-conscious **Taco Mesa** on West 19th Street.

Costa Mesa is without question a town of good taste.

And it's also a town of good planning. This week, the Seattle-based **Walk Score ratings** named Costa Mesa the most "walkable" city—a measure of how many residents can do most of their errands on foot—in Orange County. Costa Mesa received a ranking of 70.6 while the average walk score across the nation was just 43 (New York City ranked the highest with an 85.3 score).

Since the City has now been recognized as having the best food and being most walkable in Orange County (and beyond), why not spend a summer night walking from your home to one of your favorite Costa Mesa restaurants? Or if you work at City Hall, bring your employee badge across the street for free admission and enjoy some **OC Fair** (named best "Fair/Festival" by Times readers) fare on your lunch hour.

Bon appetit!

Tom Hatch, chief executive officer, City of Costa Mesa

On the calendar this week

- July 29 TODAY** The **Orange County Fair** continues through Aug. 14.
- July 30 TUESDAY** At 6 p.m., the **City Council** will meet to discuss the proposals received to operate the City Jail ... It's the final evening of **Concerts in the Park** featuring the Dan Krikorian Band (acoustic, folks and pop) at 5:30 p.m. in Fairview Park ... The **28th Annual National Night Out**, a program to heighten crime prevention awareness, strengthen neighborhood spirit and public safety/community partnerships, will include block parties throughout the City and at **Harbor Trinity Church** (Fairview Avenue and Baker Street).
- Aug 01**
- Aug 02**
- Aug 03**
- Aug 04**
- Aug 05 SUNDAY** The OC Fair's "Run, Skip, Walk" 5k begins at 8 a.m. Entry fee (\$35 for adults, \$25 for children 5-12) includes a T-shirt and fair admission.
- Aug 06**
- Aug 07**



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Stories by Department

CEO's Office

- Heady days for Costa Mesa
- On the Calendar
- Four Requests for Proposals (RFPs) scheduled for release
- Homeless Task makes progress with holistic approach
- Notes from CEO's Office

Development Services

- Latest improvements at South Coast Plaza

Fire

- Farewell to Larry Grihalva

Police

- Busy Fourth of July weekend handled well

Public Services

- Right up the City's alley!

Secret Spot

- Do you know this local landmark?

Making History

- What was this building?



Comments or suggestions, please contact wlobdell@ci.costa-mesa.ca.us



City of Costa Mesa



Costa Mesa City Hall


CEO's Office

Three Requests for Proposals (RFPs) released this week; another out Tuesday

The City released three Requests for Proposals (RFPs) this week to check the viability of outsourcing Animal Control, Video Production, and Building Inspection. On Tuesday, a RFP for Payroll Services is scheduled to be released Tuesday. Proposals for the four services are due by on Sept. 1 with a council decision on potential outsourcing likely in October. When the RFPs are released, you can view them [here](#).

The City Council will discuss at its Tuesday meeting the two proposals it received for outsourcing its Jail Operations. You can read the staff report [here](#).

For the latest status on the Requests for Proposals process, click [here](#).



City of Costa Mesa
RFP Schedule of Events
(Dates Subject to Change)

Service	Lead Department	Phase	Release of RFP	Deadline for Responses	Responses Due	Proposal Due	Proposal Evaluation	Council Approval	Anticipated Start Date	Anticipated End Date
Jail Operation	Police	5	May 9	May 25	June 3	June 24	July 22	Aug 2	Aug 8	
Animal Control	Police	3	July 26	Aug 16	Aug 24	Sept 1	Sept 12	Sept 20	Sept 28	
Video Production	CEO	3	July 26	Aug 16	Aug 24	Sept 1	Sept 12	Sept 20	Sept 28	
Payroll	Finance	3	July 26	Aug 16	Aug 24	Sept 1	Sept 12	Sept 20	Sept 28	
Building Inspection	Development Services	3	July 26	Aug 16	Aug 24	Sept 1	Sept 12	Sept 20	Sept 28	
Street Sweeping	Public Services	2	Aug 4	Aug 19	Aug 26	Sept 6	Sept 19	Oct 4	Oct 14	
Signs & Markings	Public Services	3	Aug 4	Aug 19	Aug 26	Sept 6	Sept 19	Oct 4	Oct 14	
Code Abatement	Public Services	2	Aug 11	Aug 26	Sept 6	Sept 19	Oct 4	Oct 14	Oct 28	
Dispatch Operations	Administrative Services/PO	1	Aug 15	Sept 6	Sept 14	Sept 26	Oct 7	Oct 18	Oct 28	
Emergency Services Equip	Administrative Services/PO	2	Aug 15	Sept 6	Sept 14	Sept 26	Oct 7	Oct 18	Oct 28	
Information Technology	Administrative Services	2	Aug 15	Sept 6	Sept 14	Sept 26	Oct 7	Oct 18	Oct 28	

Homeless Task Force makes progress with holistic approach

The Homeless Task Force recently completed its monthly meeting for July, and progress continues toward the development of a holistic response to an important quality-of-life issue. So far, the Task Force has reviewed different types of ordinances, law enforcement/legal strategies, mental health/medical issues and best practices of other cities.

Members of the Committee also have visited other cities and nonprofits and listened to a variety of speakers with experience in tackling this wide-ranging issue.

While debate continues, so does the conversation. It is becoming clear that any response will integrate coordinated services for the homeless with a strong enforcement strategy.

Additionally, The City needs to develop a local definition of a Costa Mesa homeless resident to ensure that any homeless strategy will not be a magnet to those who do not have long-term



ties to the City. This model has been adopted in many cities and has aided public officials in reducing the number of homeless residents in their jurisdiction.

The public is encouraged to attend the Task Force meetings and be a part of developing a strategy for what has proven to be an important concern for our community. The next meeting of the Homeless Task Force is scheduled for 5 p.m., Aug. 17 at the Emergency Operations Center in the Costa Mesa Police Department, 99 Fair Drive.



Secret Spot

Somewhere in Costa Mesa you might recognize this bit of local scenery.

Hint: For some kids, this has been a gift from heaven.

To get the whole picture, see [page 3](#).

CEO's Office (continued)



Notes from the CEO's Office

The "Transparency" page on the City's website received a remodel this week to make accessing public information easier ... In addition to better organizing the links, the City has added online conflict-of-interest statements from council members, legal settlements and judgments, and a form to make a California Public Records Act request ... The City has secured a new, easier-to-use/remember URL – www.costamesaca.gov – for its website and, soon, for employee email addresses ... You can see the latest "@thefair," a weekly, 10-minute program hosted by Costa Mesa's **Dane Bora** and Fair Chief Executive Officer **Steve Beazley** [here](#).

Development Services

Development Services notes

Plans for **Hamilton Haven**, a five-unit, two-story residential development with detached garages at 449 Hamilton Street, were submitted into plan check for initial review... The condominiums will be 1,659 square feet with 736 square feet on the first floor and 923 square feet on the second floor... Each will consist of 4 bedrooms and 3 bathrooms ... The **David Yurman Jewelry Boutique** at **South Coast Plaza** submitted plans for review of its interior tenant improvements ... The improvements include demolition of the existing storefront, interior walls, and ceilings to reconfigure the space for the construction of a new storefront and interior walls ... The restroom, sales and storages areas will be relocated to accommodate the tenant's needs for maximum use of the interior space ... **Nu Vision Federal Credit Union** within the **Harbor Mesa Shopping Center** at the southwest corner of Harbor Boulevard and Gisler Avenue submitted plans for plan check review of 2,618 square feet of tenant improvements at 3195 Harbor Boulevard, Suite 101... The work includes preparation of slab for new flooring materials, new ceilings, partitions, doors, lighting, a new heating/ventilation and air conditioning unit, and preparation of the space to accommodate the installation of a security system, as well as a merchandising and video display system.



Making History

In 1911, this building served as:

- A. The Fairview schoolhouse.
- B. The beginnings of Vanguard University.
- C. Costa Mesa's first general store.
- D. Costa Mesa's first saloon and hotel.
- E. Y.A. Yorba's family estate.

Answer: B. The Fairview schoolhouse stood, appropriately enough, on the site of what's now Orange Coast College.

Secret Spotted

Angels Playground at TeWinkle Park in Costa Mesa is the home of the **first universally accessible playground** in the city, allowing for children with disabilities to play alongside family and friends.



Fire Department

A fond farewell to Larry Grihalva

Larry Grihalva, emergency medical services (EMS) coordinator, will be leaving the department today.

Larry has contributed greatly to the Fire Department and EMS community over the last 10 years. His dedication and expertise has developed the highest quality of patient care by providing firefighters and paramedics the support and resources necessary for optimal field performance.

Thank you, Larry, for a decade of service, professionalism, dedication and friendship!



Police Department

Busy Fourth of July weekend handled well

Here are some highlights from an after-action report by police Capt. Les Gogerty on the July 4 weekend:

This was the first year the City authorized the use of legal fireworks on July 2 and July 3, which resulted in more overall calls for service. While there were more total calls for service compared with last year, and

July 4 was extremely busy at times, supervisors from each department believed there was adequate staffing to handle the call volume and staff was able to manage the increased calls for service appropriately.

For the entire holiday weekend, July 1 through July 4, there were 455 calls for service reported. Of those, 387 were routine fireworks calls requiring no contact and handled on a case by case prioritized basis, 59 required a police officer response and contact, and nine were handled by the Fire Department.

You can read the full report [here](#).

Public Services

Right up the City's alley!

The City is putting the finishing touches on Alley No. 40 (north of Ford Road, east of Parsons Street) as part of the 2010-2011 Community Development Block Grant Alley Improvement Project.

Concrete work was completed on July 21, and the alley will be re-opened to residents today. Starting on Aug. 1, the contractor, Golden State Constructors, will begin the second phase of the project, which is the rehabilitation of Alley No. 41 (south of Ford Road, east of Parsons Street). The project is scheduled to be completed by September.

The alley improvements are funded through the City's federal Community Development Block Grant funds for a total contract amount of \$169,305. For additional information, please contact Ernesto Munoz, city engineer, at (714) 754-5335.

